



**LIVE GAMES,
LOCAL VIEWERS,
LOYAL FANS**

HOW SPORTSTREAM LIVE WORKS

SportStream Live is a network of subscription-based professional league OTT platforms, featuring all MLB, NBA and NHL regular season games. Fans engage with SportStream Live through the leagues' Connected TV apps.

Advertisements run throughout the live game action, appearing on a regional and local level during commercial breaks. Localized targeting is available down to the zip code level in all 210 DMAs, assuring each ad is delivered to the desired audience.

- **MLB.tv is the #1** most watched live sports app in the Connected TV space
- **NHL.tv is the #3** most watched live sports app in the Connected TV space
- **NBA.tv is the #4** most watched live sports app in the Connected TV space

REACH AN ENGAGED AUDIENCE

Home team fans are not the only fans in the market.

- Out of market viewership often compares to, or exceeds, the local home teams airing across RSNs
- More than half of fans watch/cheer for teams & players outside of the market they live in

WHY SPORTSTREAM LIVE?

Connected TV is more important today than ever before. With a growing number of households shifting away from cable, Connected TV directly reaches the younger demographic of hard-to-reach cord cutters with authenticated impressions and zero fraud.



Fans invest \$115-\$250 annually to watch regular season games on MLB.tv, NHL.tv and NBA.tv



App-agnostic, available on major Connected TV and OTT platforms: Roku, FireTV, Chromecast, etc



80% of games are streamed on the big screens via Connected TV



:15s, :30s or :60s pod-based commercials are shown in linear TV experience



131 Index A25-54 | 189 Index M25-54



219 Index HHLI Income of \$250k+ | \$92.5k Median HHLI Income

sales@castiron.media
www.castiron.media

BY THE NUMBERS

100%
Viewable video
inventory

210
DMAs available, targeted
by zip code level

5k+
Live games annually in
every major US market

600m+
CTV impressions
available each month